

## Message Text

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ACTION USIE-00

INFO OCT-01 EUR-12 ISO-00 MMS-04 PA-02 CU-04 SSO-00 RSC-01

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FM AMEMBASSY DUBLIN

TO SECSTATE WASHDC IMMEDIATE 6407

UNCLAS DUBLIN 184

FOR USIA - DIRECTOR KEOGH FROM AMBASSADOR

E.O. 11652: N/A

TAGS: APER, EI

SUBJECT: REPLACEMENT OF ROBERT JORDAN AS PAO

1. REFERENCE OUR TELECON YESTERDAY, IT IS MY UNDERSTANDING THAT THE DEPARTMENT OF STATE IS REMOVING ITS POSITION WHICH HAS BEEN USED OVER THE PAST FIVE YEARS FOR A SPECIAL ASSISTANT FOR PUBLIC AFFAIRS AT EMBASSY/DUBLIN AND STAFFED BY AN FSIO. AS YOU KNOW, THE INCUMBENT, ROBERT JORDAN, IS BEING TRANSFERRED TO ANOTHER USIS POST. ACCORDINGLY, I RESPECTFULLY AND URGENTLY REQUEST AND WOULD DEEPLY APPRECIATE RECEIVING BEFORE MY DEPARTURE JANUARY 31 YOUR ASSURANCE THAT USIA WILL REPLACE JORDAN AT EMBASSY /DUBLIN TO CARRY ON THE SPLENDID PROGRAM OF CULTURAL, EDUCATIONAL AND PUBLIC AFFAIRS ACTIVITIES WHICH HAS BEEN DEVELOPED HERE THANKS TO USIA IN THIS PERIOD. I DO NOT NEED TO EMPHASIZE THE NEED FOR THIS IN CARRYING OUT THE EMBASSY'S AND USIA'S RESPONSIBILITIES AT THIS POINT IN IRISH-AMERICAN RELATIONS.

2. AS PER OUR TELECON, I GIVE YOU BELOW A FEW ITEMS INDICATING THE SCOPE AND DEPTH OF THE MEANINGFUL PROGRAM WHICH HAS BEEN DEVELOPED IN DUBLIN AND WHICH IT WOULD BE UNTHINKABLE TO CONSIDER ABANDONING:

A. WE HAVE OBTAINED THE NECESSARY FUNDING FROM PRIVATE SOURCES IN THE UNITED STATES FOR THE MARY BALL WASHINGTON CHAIR OF AMERICAN HISTORY AT UNIVERSITY COLLEGE DUBLIN. ITS ESTABLISHMENT WILL BE UNCLASSIFIED

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PUBLICLY ANNOUNCED BY THE PRIME MINISTER THIS WEEK.

B. WE HAVE ORGANIZED ONGOING ADULT EDUCATION COURSES IN AMERICAN CIVILIZATION; ESTABLISHED TWO FULL CREDIT UNIVERSITY LECTURESHIPS IN AMERICAN HISTORY; AND THIS MONTH, WE WILL - THANKS TO USIA - PRESENT A MAGNIFICENT BOOK COLLECTION ON AMERICAN CIVILIZATION TO UCD.

C. WE ORGANIZED THE IRISH ASSOCIATION FOR AMERICAN STUDIES WITH AN ACTIVE MEMBERSHIP OF 80 ACADEMICIANS. WE HAVE HAD A TENFOLD INCREASE IN THE PAST FIVE YEARS IN OUR INTERNATIONAL VISITOR PROGRAM WHICH, THANKS TO EFFORTS BOTH BY THE EMBASSY AND THE DEPARTMENT, HAS BEEN ENORMOUSLY SUCCESSFUL.

D. THANKS PRINCIPALLY TO THE HARD WORK AND PROFESSIONAL SKILL OF THE PUBLIC AFFAIRS OFFICERS, WE NOW HAVE EXCELLENT MEDIA RELATIONS AND ARE NOW SECURING FAIR, EVEN GENEROUS, TREATMENT FROM THE PRESS, RADIO AND TV.

E. FINALLY, 1975 WILL MARK THE BEGINNING OF ACTIVITIES CONCERNED WITH THE AMERICAN BICENTENNIAL. IN THIS ENDEAVOR, WE HAVE SECURED THE ACTIVE INTEREST OF THE EDUCATIONAL ELEMENTS, THE MEDIA, AND THE DEPARTMENT OF FOREIGN AFFAIRS. ONLY THIS WEEK, WE RECEIVED A NOTE, THE EFFECT OF WHICH IS TO FORMALLY INVITE THE EMBASSY TO CONSULT WITH THE IRISH GOVERNMENT ON PLANS FOR MARKING THESE CELEBRATIONS.

3. THE ABOVE REPRESENT ONLY A FEW OF THE ACTIVITIES WE HAVE ESTABLISHED AT THIS POST WHICH INCLUDE FREQUENT CONCERTS, ART EXHIBITS, LECTURES BY PROMINENT AMERICANS ETC. MANY OF OUR PROGRAMS ARE AT A CRITICAL STAGE REQUIRING THE ASSIGNMENT OF A PAO OF THE CALIBER OF JORDAN AND HIS PREDECESSOR, BEN FORDNEY.

4. I KNOW THAT YOU UNDERSTAND THE IMPORTANCE OF IRISH-US RELATIONS, PARTICULARLY AT THE PRESENT MOMENT WHEN IRELAND HAS ASSUMED THE PRESIDENCY OF THE EEC AND ALSO AT A TIME WHEN THE SOVIET EMBASSY HAS JUST OPENED FOR BUSINESS HERE, AND WE WILL UNDOUBTEDLY BE CONFRONTED SOON WITH A POWERFUL RUSSIAN CULTURAL OFFENSIVE IN IRELAND. NEVERTHELESS, I SKETCH OUT THE FOREGOING TO STRESS MY HOPE THAT THE SUCCESSOR TO ROBERT JORDAN WILL BE SELECTED IN TIME TO PROVIDE A MEANINGFUL OVERLAP SO THAT HE CAN UNCLASSIFIED

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BECOME THOROUGHLY FAMILIAR WITH THE FOREGOING AND OTHER IMPORTANT ON-GOING PROGRAMS OF A PUBLIC AFFAIRS NATURE. I CONSIDER THIS TO BE THE SINGLE MOST IMPORTANT MISSION OF THE EMBASSY IN DUBLIN. MOORE

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## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 10 APR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <10 APR 2003 by JonesKG>; APPROVED <18 FEB 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** APER, EI  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006